The Motor Car is the Magic Carpet of Modern Times

LEXINGTON MOTOR COMPANY
CONNERSVILLE, INDIANA, U. S. A

SINCE time immemorial, civilization and transportation have gone hand-in-hand. The most primitive vehicle was probably the sledge, similar to the one used by the American Indian long before the white man's coming. The next noteworthy advance is that represented by the rude carts in use even today in some of the more remote districts of Mexico. The wheel thus came into use.

The wheel having been invented, the next great step forward in vehicular construction was the building of the chariot. For over two thousand years it was the leading vehicle of the world.

In China, centuries ago, the monocycle was in great favor. This odd contrivance, much like the modern wheelbarrow, is still widely used in many parts of that country and is propelled by man power. Among the two-wheeled vehicles in use in the Orient is the famed jinrikisha of Japan.

In considering the evolution of transportation the development of the carriage is perhaps the most interesting phase of the subject. Glass windows and hinged doors were unknown before 1650. There is little mention by historians of steel springs, but it seems they were first applied to carriages about 1670; prior to which date the bodies were suspended on long straps attached at the four corners and crossing underneath.

Credit for the first self-propelled vehicle capable of practical use is usually given to a Frenchman by the name of Cugnot, who, in 1770, built a small three-wheeled wagon which carried two people at the rate of two and a quarter miles an hour. Like all such early attempts, steam was the motive power.

The history of the modern motor car undoubtedly begins with the construction of a successful gasoline engine in 1884 by Gottlieb Daimler. He patented an engine which was similar in all its essential features to the modern four-cycle engine. In 1886 he first applied it to propulsion on highways.

Among the early experimenters in America was John C. Moore, who built his first successful model in 1891. In 1907 he designed the first Lexington Motor Car, and has been connected with the Lexington ever since in the capacity of chief engineer.

Among the notable inventions in the automobile industry, the Moore Multiple Exhaust System is certainly entitled to take high rank. Mr. Moore invented this device in 1911 and, after exhaustive research by the patent office, was granted a basic patent on August 29, 1916. Up to the present time Mr. Moore has licensed only the Lexington to use it. (Complete information regarding the Moore Multiple Exhaust System, which permits an engine to develop more horse power with greater fuel economy, will be gladly supplied on request.)

It is unquestionably true that to-day men are more comfortably, more cheaply, and more swiftly transported than in all the centuries that have gone before — and in the modern transportation system the automobile is one of the great dominating factors.

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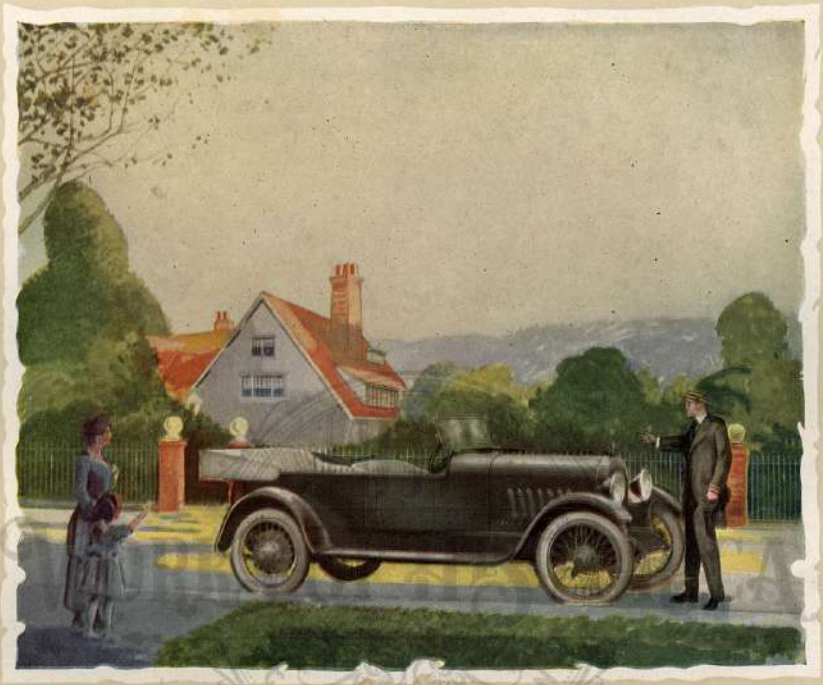

The Thorobred in England. Lexington motor cars are sold in almost every civilized country on the globe

Primitive drag used by American Indians

The Touring Car amid the towering peaks of the Swiss Alps
Trail and boulevard are alike to Lexington

Rude cart still seen in Mexico

The Lex-Sedan makes an ideal car for use at home or abroad
Here we see it in a rich Flemish setting

Ancient monocycle still serves Chinese

The Coupe' at a well-known watering place on the Atlantic coast of the United States. Both are fashionable

The jinrikisha is Japan's favorite vehicle

The Sedanette in the "Old Mission Country" of southern California
Those who travel in Lexingtons travel first-class

A two-wheeled taxi of South America

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